



2020 Promotion Updates and Resources from ENERGY STAR®



Dear ENERGY STAR Partners,

A big thank you to all partners who were able to participate in the ENERGY STAR Earth Day campaign in April. The support was overwhelming, especially considering the difficult circumstances, and we were inspired by the engagement. As we move into spring and summer, we want to update you on 2020 promotion plans. While we are sensitive to current program and promotion dynamics, we want to ensure that we provide the product support that our partners have come to value.

ENERGY STAR Laundry and Cooling Promotions

New laundry and cooling materials are now available at www.energystar.gov/marketing_materials, including “messaging & materials guidance” PowerPoint decks for each to make it easy for you to review all our resources and download what you need.

[Get Materials](#)

LAUNDRY PROMOTION

Goal

- Increase demand/traffic to ENERGY STAR Product Finder

Media Mix

- Google Display Network Ads
- Facebook/Instagram Ads

Targets

- Markets with active programs

Timing

- June 1 Launch

The 2020 Laundry Promotion will leverage the very successful 2019 creative and media mix featuring the journey of a new Dad doing laundry before and after a new ENERGY STAR laundry pair. All-told in 2019, the media mix of Google Display Networks (GDN), YouTube, and social resulted in 2.5 million impressions, 237,000+ video views and a click-through-rate (CTR) of 0.80%.

Highlights of this year’s promotion includes a BobVila.com article titled, “3 Easy Ways Laundry Day Can Be More Efficient and Eco-Friendly” combined with a washer and dryer giveaway sponsored by Kenmore – both of which launched on May 1. Our plans are to use this exposure as a springboard for our media efforts in early June ahead of Father’s Day with our successful GDN “Dad” ad. We will supplement the GDN ad with paid social featuring happy families doing laundry.



The 2020 Cooling Promotion will include the also very successful creative and media mix from 2019 featuring an educational video and an engaging group of cool pooches. In 2019, the cooling video achieved nearly 150,000 video views during its one-month run and the collection of cool pooches resulted in a well above average CTR of 1.28%.

In 2020, we are bringing back the pooches and adding HVAC to the mix of featured products, which include smart thermostats and room air-conditioners (RAC). We will also be promoting our educational video featuring products and tips on how to save energy while staying cool and comfortable this summer. Our media mix will build upon last year's success with video, GDN banners and social and will launch after Memorial Day weekend with RAC geo-targeted social ads timed with heat waves.

COOLING PROMOTION

Goal

- Increase awareness for ENERGY STAR certified HVAC and drive traffic to Heating & Cooling Guide, rebates, and tax credits

- Increase demand/traffic to Product

Finders

Media Mix

- GDN display banners
- Facebook/Instagram ads

Targets

- Markets with active programs
- Markets with high penetration of RAC
- LMI/Spanish speaking

Timing

- End of May



Updates on Pool Pumps and Flip Your Fridge. As an update to our other spring promotions, based on partner interest, we plan to launch the delayed ENERGY STAR pool pumps promotion this month, ahead of Memorial Day weekend. As a reminder, highlights for the **2020 pool pump promotion** include expanded social imagery featuring people enjoying their beautiful, energy saving pools and additional target markets representing those with the greatest concentration of residential pools.



UPDATED POOL PUMPS PROMOTION

Goal

- Awareness Building

Media Mix

- Facebook

Targets

- Markets with active programs

Timing

- End of May - June

Flip Your Fridge, however, will continue to be delayed based on partner feedback, particularly due to the suspension of many recycling programs. Once again, thank you for your participation and support. For further information and resources, please visit our [Marketing Materials](#) page and do not hesitate to reach out to us through the addresses below with further questions, needs and any feedback on how we can support your efforts.

Utility partners, please contact your ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.

Retailer and manufacturer partners, email changetheworld@energystar.gov.

The ENERGY STAR Communications Team

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